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7590 Grant A. Johnson IBM Corporation, Dept. 917 3605 Highway 52 North Rochester, MN 55901-7829			EXAMINER TRUONG, LECHI	
			ART UNIT 2194	PAPER NUMBER
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Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Office Action Summary

Application No.

10/753,522

Applicant(s)

MCGINN ET AL.

Examiner

LECHI TRUONG

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-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) ☒ Responsive to communication(s) filed on 08 January 2004.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) ☒ Claim(s) 1-21 is/are pending in the application.
- 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
- 5) ☐ Claim(s) _____ is/are allowed.
- 6) ☒ Claim(s) 1-21 is/are rejected.
- 7) ☐ Claim(s) _____ is/are objected to.
- 8) ☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☒ The drawing(s) filed on 08 January 2004 is/are: a) ☒ accepted or b) ☐ objected to by the Examiner.
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some * c) ☐ None of:
- ☐ Certified copies of the priority documents have been received.
 - ☐ Certified copies of the priority documents have been received in Application No. _____.
 - ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- | | |
|---|---|
| 1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892) | 4) <input type="checkbox"/> Interview Summary (PTO-413)
Paper No(s)/Mail Date. _____ |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948) | 5) <input type="checkbox"/> Notice of Informal Patent Application |
| 3) <input checked="" type="checkbox"/> Information Disclosure Statement(s) (PTO/SB/08)
Paper No(s)/Mail Date <u>01/18/2004</u> . | 6) <input type="checkbox"/> Other: _____ |

DETAILED ACTION

1. Claims 1-21 are presented for the examination.

Claim Objections

2. Claims 4, 8, 18 are objected to because of the following informalities: There is an error on the word "the telephone number". Appropriate corrections are required to change "the telephone number" to "a telephone number".

Claim Rejections - 35 USC § 101

35 U.S.C. 101 reads as follows:

Whoever invents or discovers any new and useful process, machine, manufacture, or composition of matter, or any new and useful improvement thereof, may obtain a patent therefor, subject to the conditions and requirements of this title.

3. Claims 6-10 are rejected under 35 U.S.C. 101 because they are directed to non-statutory subject matter.
4. Claim 6 is non-statutory because it is software per se embodied.
5. Claim 6 defines "apparatus" in the preamble and the body of the claim recites "means for determining", "means for sending". The specification mentions the applet 305 determines a server(page 14, ln 20), the applet may include executable or interpretable code or statements(page 4, ln 23-24), the controller 172 sends the messages , the controller 172 includes instructions which a software (page 7, ln 17-20). Thus, applet and the controller 172 appear to be software modules. Therefore, claim 6 is non-statutory because it recites a claim that comprises software per se embodiments.

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6. Claims 11-15 are rejected as non-statutory because they are not tangibly embodied.
7. Claim 11 recites "A signal-bearing medium" [line 1]. The specification also defines this medium including wireless communications. The a signal-bearing is incapable of being touched or perceived absent the tangible medium through which they are conveyed; therefore, claim 11 is non-statutory.

DETAILED ACTION

Claim Rejections - 35 USC § 103

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

8. **Claims 1, 3, 5, 21 are rejected under 35 U.S.C. 103(a) as being unpatentable over Beck et al (US 2004/0122951 A1) in view of Shires (US. 6,792,102).**

As to claim 1, Beck teaches server(server 107, para[0017], ln 8-13), determining a server(if the identified contact information is a telephone number, a link is created on the Web page to a click-to-dial service provider's server shown in FIG. 1 as server 107, para[0017], ln 8-13), a preferred delivery technique(the point of contact, left col 7, ln 18-24 / the point of contact

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of Web server 104, para[0017], ln 20-25/ the point of contact information, para[0017],ln 1-3), a recipient(telephone, left col 7, ln 18-24/ telephone 110, para[0017], ln 20-23/ the end-user's telephone 111, para[0017], ln 20-25), a preferred delivery technique associated with a recipient (a telephone at the telephone number associated with the point of contact, left col 7, ln 18-24/ to the telephone 110 associated with the point of contact of Web server 104, and to the end-user's telephone 111, para[0017], ln 20-25), a message(telephonic connections , left col 7, ln 18-24/a phone call between the end-user and the link request, para[0003], ln 12-17), in response to a message intended for the recipient(the end-user establishes telephonic connections to a telephone at the telephone number associated with the point of contact, left col 7, ln 18-24/ the click-to-dial server determines the end-user's telephone number from, for example, a cookie in the request. The server then sets up a phone call between the end-user and the link request, para [0003], ln 12-17), selected via a page (identifies point of contact information within a Web page, para [0017], ln 1-5), indication(a telephone number, para[0002], ln 18-20/ para[0017], ln 12-20) , an indication of the preferred delivery technique(The potential point of contact information included in the Web page can be, for example, but are not limited to, a name and street address, a phone number, para[0015], ln 24-25), and sending an indication of the preferred delivery technique to the server (a request is issued by browser 103 to server 107, shown illustratively in FIG. 1 as the dotted connection 108 between client 101 and server 107. The URL of that request identifies to server 107 the telephone number identified within the Web page. The end-user's own telephone number [indication] is identified to server 107 by means of, for example, a cookie included in the request, para [0017], ln 12-20).

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Beck does not explicitly teach sending the message intended for the recipient to the server. However, Shires teaches sending the message intended for the recipient to the server (The user's web request for a call-back is received by the Telephony server 120 and is forwarded, via the phone switching network 130, to the call center 140, col 3, ln 63-67/ col 4, ln 59-65).

It would have been obvious to one of the ordinary skill in the art at the time the invention was made to modify the teaching of Beck with Shires to incorporate the feature of sending the message intended for the recipient to the server because this provides web activation capability and automated call-back capability, to the existing call centers without introducing any disruption to the systems that are currently in operation.

As to claim 3, Beck teaches wherein the preferred delivery technique is encoded in the page (modifying the Web page by converting such point of contact information into click-to-contact links on the Web page, para [0026], ln 15-18/the Web page for detecting and converting contact information contained with the content of the Web page into click-to-contact links, para [0021], ln 18-21).

As to claim 5, Beck teaches the preferred delivery technique comprises a physical delivery (a name and street address, para [0015], ln 24-28).

As to claim 21, it is an apparatus claim of claim 1; therefore, it is rejected for the same reason as claim 1 above. In additional, Beck teaches a computing device (para [0026], ln 1-5/ para [0028], ln 1-3) and Shires teaches sending message and indication to the queue at the server(The Telephony server 120 identifies the corresponding call-back request, which may be queued in the Telephony server 120, col 4, ln 7-9/ the identification of the user who issues the

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call-back request 510 and the call-back phone number may be extracted from the request 510 and recorded in a queue of call-back requests , a pair , in the Telephony server 120, col 7, ln 30-35).

9. Claim 2 is rejected under 35 U.S.C. 103(a) as being unpatentable over Beck et al (US 2004/0122951 A1) in view) in view of Shires (US. 6,792,102), as applied to claim 1 above, in view of Thompson(US 2004/0116068 A1) and further in view of Vaillancourt et al US(2007/0226048 A1) .

As to claim 2, Beck teaches finding an area of the recipient in the page (When an end-user at a client clicks on such a link on a Web page, the end-user's browser forwards a request to a click-to-dial server, which upon receiving the request sets up a phone call between the end-user and the link target, para[0003], ln 12-19/ identifies point of contact information within a Web page, para [0017], ln 1-5); and sending the indication to the server (a request is issued by browser 103 to server 107, shown illustratively in FIG. 1 as the dotted connection 108 between client 101 and server 107. The URL of that request identifies to server 107 the telephone number identified within the Web page. The end-user's own telephone number is identified to server 107 by means of, for example, a cookie included in the request, para [0017], and ln 13-20) and Shires teaches sending message and indication to the queue at the server(The Telephony server 120 identifies the corresponding call-back request, which may be queued in the Telephony server 120, col 4, ln 7-9/ the identification of the user who issues the call-back request 510 and the call-

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back phone number may be extracted from the request 510 and recorded in a queue of call-back requests, a pair, in the Telephony server 120, col 7, ln 30-35).

Beck and Shires do not teach finding area code. However, Thompson teaches finding area code (The user selects the home service region based on a zip code, area code, or some other regional indicator through a scheduling interface (see FIG. 4) such as a web site, para [0042], ln 7-13).

It would have been obvious to one of the ordinary skill in the art at the time the invention was made to modify the teaching of Beck and Shires with Thompson to incorporate the feature of finding area code because this ensures that broadcast transmissions are received from each corrected service region according to the commuting schedule.

Beck, Shires and Thompson do not teach wherein the queue is based on at least the area code. However, Vaillancourt teaches the queue is based on at least the area code (Leads are sent to a representative's lead queue base on country and/or zip code of lead, and thus zip/country fields 510, para [0048], ln 1-5).

It would have been obvious to one of the ordinary skill in the art at the time the invention was made to modify the teaching of Beck, Shires and Thompson with Vaillancourt to incorporate the feature of the queue is based on at least the area code because this makes easier for a Web server side to access data, receive updated data, process data and automatically direct actions to be taken associated with data.

10. Claim 4 is rejected under 35 U.S.C. 103(a) as being unpatentable over Beck et al (US 2004/0122951 A1) in view of Shires (US. 6,792,102), as applied to claim 1 above, and

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further in view of Peterson et al (US. 6,324,522).

As to claim 4, Beck and Shires do not teach delivery technique comprises a fax transmission and the telephone number is a fax number. However, Peterson teaches a fax transmission and the telephone number is a fax number (the user is presented with several pages of general information about the selected vendor, including the name of a designated contact person, telephone and fax numbers, addresses, col 6, ln 32-38).

It would have been obvious to one of the ordinary skill in the art at the time the invention was made to modify the teaching of Beck, Shires with Peterson to incorporate the feature of a fax transmission and the telephone number is a fax number because this allows the status of purchase orders to be conventionally transmitted by using an electronic communication.

11. Claims 11, 12, 16, 20 rejected under 35 U.S.C. 103(a) as being unpatentable over Beck et al (US 2004/0122951 A1) in view of Morris (US. 7,305,479 B1).

As to claim 11, Beck teaches an identification of recipient(the telephone 110 associated with the point of contact, para[0017], ln 20-23/ para[0015], ln 24-29), the identification(the identified point contact, para[0017]/ the point of contact information, para[0017, ln 1-5), telephone number(telephone number, para[0017], ln 1-5/ phone number[0015], ln 24-29/ the telephone number can be the type of contact information because “when point of of contact information identified within a Web page is of a type that can be directly reached telephonically or electronically, such as a telephone number”, para[0020], ln 2-5), a preferred delivery

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technique(contact information, para[0017], 1-5/ para[0015], ln 24-29), page (webpage, Para[0026], ln 15-18), encoding an identification of a recipient , a telephone for recipient and a preferred delivery into the page (converts all types of contact information[telephone number] embedded in any Web page into click-to-contact links, para[0006], ln 1-5/ the Web page for detecting and converting contact information[a preferred delivery technique] contained with the content of the Web page into click-to-contact links, para [0021], ln 18-21/ modifying the Web page by converting such point of contact information[identification] into click-to-contact links on the Web page , para[0026], ln 15-18/ the link associated with an identified point of contact could be encoded so that when selected by the end-user, para [0028], ln 28-30), since the contact information or the point of contact information is encoded, the telephone is also encoded because the contact information or point of contact information is a telephone number (If the contact information is of a type sufficient to instantly reach the identified point contact such as, for example, a telephone number, an email address, or an SIP address, para[0017], ln 1-5/ The potential point of contact information included in the Web page can be, for example, but are not limited to, a name and street address, a phone number, para[0015], ln 24-25), a telephone number for the recipient (The end-user's own telephone number is identified to server 107 by means of, for example, a cookie included in the request. In response to the request, server 107 establishes a telephonic connection over the POTS network 109 to the telephone 110 associated with the point of contact of Web server, para[0017], ln 15-21) , messages (a phone call, ln 12-27/ telephonic connections para[0032], ln 54-57), a preferred delivery technique for message intended for the recipient (identifies point of contact information within a Web page, a link is created on the Web page in association with that information, para[0017], ln 1-6/ In response to the request, server

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107 establishes a telephonic connection [message] over the POTS network 109 to the telephone 110 [recipient] associated with the point of contact [preferred delivery technique], para [0017], ln 15-23 /If the address is a telephone number, than a connection to a click-to-dial server is effected to set up telephonic connections[messages] to that telephone number and to the end-user's telephone number, para[0032], ln 54-57/, para [0003], ln 12-17).

Beck does not teach medium encoded with instruction. However, Morris teaches a medium encoded with instruction (The memory 124 is encoded with logic instructions, col 11, and ln 25-28).

It would have been obvious to one of the ordinary skill in the art at the time the invention was made to modify the teaching of Beck with Morris to incorporate the feature of medium encoded with instruction because this minimizes or eliminates the time, effort, and expense of rewriting content cached from the origin server to the content server within the content delivery network.

As to claim 12, Beck teaches the telephone number is associated with a server for delivering the messages (If the address is a telephone number, than a connection to a click-to-dial server is effected to set up telephonic connections[messages] to that telephone number and to the end-user's telephone number, para[0032], ln 54-57).

As to claim 16, Beck teaches processor(processor, para[0035], ln 6-7), sever(server 107, para[0017], ln 8-13), determining a server(if the identified contact information is a telephone number, a link is created on the Web page to a click-to-dial service provider's server shown in FIG. 1 as server 107, para[0017], ln 8-13), a preferred delivery technique(the point of contact, left col 7, ln 18-24/ the contact information, para[0015], ln 24-29/ the point of contact

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information, para[0017], ln 1-3), a recipient (telephone, left col 7, ln 18-24/ telephone 110, para[0017], ln 20-23/ and to the end-user's telephone 111, para[0017], ln 20-25), a preferred delivery technique associated with a recipient (a telephone at the telephone number associated with the point of contact, left col 7, ln 18-24/ telephonic connection over the POTS network 109 to the telephone 110 associated with the point of contact of Web server 104, and to the end-user's telephone 111, para[0017], ln 20-25), a message (the telephonic connections, left col 7, ln 18-24/ a phone call between the end-user and the link request, para[0003], ln 12-17), in response to a message intended for the recipient (the end-user establishes telephonic connections to a telephone at the telephone number associated with the point of contact, left col 7, ln 18-24 /the click-to-dial server determines the end-user's telephone number from, for example, a cookie in the request. The server then sets up a phone call between the end-user and the link request, para[0003], ln 12-17), selected via a page (identifies point of contact information within a Web page, Para[0017], ln 1-5); the identification of the server (a link association with identified the point of contact is the identification of server because " by selecting a link associated with the point of contact's telephone number, the click-to-dial server 107 is contacted" , para[0018], ln 34-38 / the identified point contact such as ... telephone number, para[0017], ln 1-5/ the contact information is a telephone number which also is the identification of server because "if the identified contact information is a telephone number, a link is created on the Web page to a click-to-dial service provider's server shown in FIG. 1 as server 107", para[0017], ln 9-12), the preferred delivery technique and an identification of server are encoded in the page (the Web page for detecting and converting contact information contained with the content of the Web page into click-to-contact links, para [0021], ln 18-21/ the link associated with an identified point

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of contact[the identification of server] could be encoded so that when selected by the end-user, para[0028], ln 28-30/ the identified point of contact or contact information can be a telephone number which is the identification of server as explained above. Therefore, the decoding the point of contact or the contact information is the decoding the identification of server), sending the message to the recipient via the preferred delivery technique and the server (server 107 establishes a telephonic connection [message] over the POTS network 109 to the telephone 110[recipient] associated with the point of contact [the preferred delivery technique] of Web server 104, para [0017], ln 15-22/ The server then sets up phone connections[message] on the POTS (Plain Old Telephone Service) network or over an IP network to the end-user's telephone and to the phone number of the contact that is associated with the URL of the link, and establishes a bridge between both such telephone connections to enable the end-user to communicate with the contact[recipient], para[0003], ln 15-25) and Morris teaches storage device encoded with instruction (The memory 124 is encoded with logic instructions, col 11, and ln 25-28).

As to claim 20, Beck teaches the preferred delivery technique comprises a physical delivery (a name and street address, para [0015], ln 24-28).

12. Claims 13, 14, 19 rejected under 35 U.S.C. 103(a) as being unpatentable over Beck et al (US 2004/0122951 A1), in view of Morris (US. 7,305,479 B1) and further in view of Peterson et al (US. 6,324,522).

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As to claim 13, Beck, Morris do not teach the telephone number is a fax number.

However, Peterson teaches a fax number (the user is presented with several pages of general information about the selected vendor, including the name of a designated contact person, telephone and fax numbers, addresses, col 6, ln 32-38).

It would have been obvious to one of the ordinary skill in the art at the time the invention was made to modify the teaching of Beck, Morris with Peterson to incorporate the feature of a fax number because this allows the status of purchase orders to be conventionally transmitted by using an electronic communication.

As to claim 14, Peterson teaches a fax transmission(the user is presented with several pages of general information about the selected vendor, including the name of a designated contact person, telephone and fax numbers, addresses, col 6, ln 32-38).

As to claim 19, Peterson teaches a fax transmission (the user is presented with several pages of general information about the selected vendor, including the name of a designated contact person, telephone and fax numbers, addresses, col 6, ln 32-38).

13. Claims 15, 17 are rejected under 35 U.S.C. 103(a) as being unpatentable over Beck et al (US 2004/0122951 A1) in view of Morris(US. 7,305,479 B1) and further in view of Stahura(US 2003/0009592 A1).

As to claim 15, Beck and Morris do not teach the server is located within an area code of the telephone number. However, Stahura teaches the server is located within an area code of the

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telephone number (The identified telephone server may be located so that the telephone call is a local call (e.g., within the 703 area code), para [0032], ln 18-21 / the component retrieves the IP address of the telephone server associated with the telephone number. The telephone system may maintain a mapping from each area code to telephone server that may be located within the area code, para [0033], ln 18-19).

It would have been obvious to one of the ordinary skill in the art at the time the invention was made to modify the teaching of Beck and Morris with Stahura to incorporate the feature of the server is located within an area code of the telephone number because this resolves addresses for Internet connected devices and provides dynamic addresses for Internet connected devices.

As to claim 17, Beck teaches telephone number encoded in the page (The potential point of contact information included in the Web page can be, for example, but are not limited to, a name and street address, a phone number[telephone number], para[0015], ln 23-27/ modifying the Web page by converting such point of contact information[telephone number] into click-to-contact links on the Web page , para[0026], ln 15-18/the Web page for detecting and converting contact information contained with the content of the Web page into click-to-contact links, para[0021], ln 18-21) and Stahura teaches the server is located within an area code of the telephone number (The identified telephone server may be located so that the telephone call is a local call (e.g., within the 703 area code), para [0032], ln 18-21/ the component retrieves the IP address of the telephone server associated with the telephone number. The telephone system may maintain a mapping from each area code to telephone server that may be located within the area code, para [0033], ln 18-19).

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14. Claim 18 is rejected under 35 U.S.C. 103(a) as being unpatentable over Beck et al (US 2004/0122951 A1), in view of Morris (US. 7,305,479 B1) in view of Stahura(US 2003/0009592 A1) and further in view of Peterson et al (US. 6,324,522).

As to claim 18, Beck , Morris and Stahura do not teach delivery technique comprises a fax transmission and the telephone number is a fax number. However, Peterson teaches a fax transmission and the telephone number is a fax number (the user is presented with several pages of general information about the selected vendor, including the name of a designated contact person, telephone and fax numbers, addresses, col 6, ln 32-38).

It would have been obvious to one of the ordinary skill in the art at the time the invention was made to modify the teaching of Beck, Morris and Stahura with Peterson to incorporate the feature of a fax transmission and the telephone number is a fax number because this allows the status of purchase orders to be conventionally transmitted by using an electronic communication.

Claim Rejections – 35 USC § 102

The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

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(e) the invention was described in (1) an application for patent, published under section 122(b), by another filed in the United States before the invention by the applicant for patent or (2) a patent granted on an application for patent by another filed in the United States before the invention by the applicant for patent, except that an international application filed under the treaty defined in section 351(a) shall have the effects for purposes of this subsection of an application filed in the United States only if the international application designated the United States and was published under Article 21(2) of such treaty in the English language.

15. Claims 6, 9 are rejected under 35 U.S.C. 102(e) as being anticipated by Beck et al (US 2004/0122951 A1).

As to claim 6, Beck teaches determining a server(if the identified contact information is a telephone number, a link is created on the Web page to a click-to-dial service provider's server shown in FIG. 1 as server 107, para[0017], ln 8-13), a preferred delivery technique(the point of contact, left col 7, ln 18-24/the contact information, para[0015], ln 24-29/ the point of contact information, para[0017], ln 1-3/ the telephone number, para[0017], ln 1-6), a recipient(telephone, left col 7, ln 18-24/ telephone 110, para[0017], ln 20-23/ and to the end-user's telephone 111, para[0017], ln 20-25), a preferred delivery technique associated with a recipient (a telephone at the telephone number associated with the point of contact, left col 7, ln 18-24/telephonic connection over the POTS network 109 to the telephone 110 associated with the point of contact of Web server 104, and to the end-user's telephone 111, para[0017], ln 20-25), a message(the telephonic connections, left col 7, ln 18-24/ a phone call between the end-user and the link request, para[0003], ln 12-17/ the telephone connection, para[0017], ln 15-22), in response to a message intended for the recipient(the end-user establishes telephonic connections to a telephone at the telephone number associated with the point of contact, left col 7, ln 18-24 /the click-to-dial server determines the end-user's telephone number from, for example, a cookie in the request. The server then sets up a phone call between the end-user and the link request,

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para[0003], ln 12-17), selected via a page(identifies point of contact information within a Web page, Para[0017], ln 1-5), the preferred delivery technique is encoded in the page(the Web page for detecting and converting contact information contained with the content of the Web page into click-to-contact links, para [0021], ln 18-21/ modifying the Web page by converting such point of contact information into click-to-contact links on the Web page , para[0026], ln 15-18/the link associated with an identified point of contact could be encoded so that when selected by the end-user, para[0028], ln 28-30), sending the message to the recipient via the preferred delivery technique and the server(In response to the request, server 107 establishes a telephonic connection [message] over the POTS network 109 to the telephone 110[recipient] associated with the point of contact [the preferred delivery technique] of Web server 104, para [0017], ln 15-22/ upon receiving the request sets up a phone call between the end-user and the link target. Generally, in these click-to-dial systems, the click-to-dial server [server] determines the end-user's telephone number [the preferred delivery] from, for example, a cookie in the request. The server then sets up phone connections [message] on the POTS (Plain Old Telephone Service) network or over an IP network to the end-user's telephone [recipient] and to the phone number of the contact that is associated with the URL of the link, and establishes a bridge between both such telephone connections to enable the end-user to communicate with the contact [recipient], para [0003], ln 15-25).

As to claim 9, Beck teaches the preferred delivery technique comprises a physical delivery (a name and street address, para [0015], ln 24-28).

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16. Claim 7 is rejected under 35 U.S.C. 103(a) as being unpatentable over Beck et al (US 2004/0122951 A1) in view of Thompson(US 2004/0116068 A1) and further in view of Vaillancourt et al (US(2007/0226048 A1) .

As to **claim 7**, Beck teaches finding an area of the recipient in the page (identifies point of contact information within a Web page, para [0017], ln 1-5); and sending the indication to the server (a request is issued by browser 103 to server 107, shown illustratively in FIG. 1 as the dotted connection 108 between client 101 and server 107. The URL of that request identifies to server 107 the telephone number identified within the Web page. The end-user's own telephone number is identified to server 107 by means of, for example, a cookie included in the request, para [0017], and ln 13-20) and Shires teaches sending message and indication to the queue at the server(The Telephony server 120 identifies the corresponding call-back request, which may be queued in the Telephony server 120, col 4, ln 7-9/ the identification of the user who issues the call-back request 510 and the call-back phone number may be extracted from the request 510 and recorded in a queue of call-back requests , a pair , in the Telephony server 120, col 7, ln 30-35).

Beck does not teach finding area code. However, Thompson teaches finding area code, (The user selects the home service region based on a zip code, area code, or some other regional indicator through a scheduling interface (see FIG. 4) such as a web site, para [0042], ln 7-13).

It would have been obvious to one of the ordinary skill in the art at the time the invention was made to modify the teaching of Beck with Thompson to incorporate the feature of finding

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area code because this ensures that broadcast transmissions are received from each corrected service region according to the commuting schedule.

Beck and Thompson do not teach wherein the queue is based on at least the area code. However, Vaillancourt teaches the queue is based on at least the area code (Leads are sent to a representative's lead queue base on country and/or zip code of lead, and thus zip/country fields 510, para [0048], ln 1-5).

It would have been obvious to one of the ordinary skill in the art at the time the invention was made to modify the teaching of Beck and Thompson with Vaillancourt to incorporate the feature of the queue is based on at least the area code because this makes easier for a Web server side to access data, receive updated data, process data and automatically direct actions to be taken associated with data.

17. Claim 8 is rejected under 35 U.S.C. 103(a) as being unpatentable over Beck et al (US 2004/0122951 A1) and further in view of Peterson et al (US. 6,324,522).

As to claim 8, Beck does not teach delivery technique comprises a fax transmission and the telephone number is a fax number. However, Peterson teaches a fax transmission and the telephone number is a fax number (the user is presented with several pages of general information about the selected vendor, including the name of a designated contact person, telephone and fax numbers, addresses, col 6, ln 32-38).

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It would have been obvious to one of the ordinary skill in the art at the time the invention was made to modify the teaching of Beck with Peterson to incorporate the feature of a fax transmission and the telephone number is a fax number because this allows the status of purchase orders to be conventionally transmitted by using an electronic communication.

18. Claim 10 is rejected under 35 U.S.C. 103(a) as being unpatentable over Beck et al (US 2004/0122951 A1) in view of Pedersen (US 2003/0229667 A1).

As to claim 10, Beck does not teach the message further comprises an order for goods or services. However, Pedersen teaches the message further comprises an order for goods or services (The server message assembling means 44 is also responsive to the identity of the sellers of goods and services goods either associated with the electronic mail received from the user of the client computer 10 based on the selection of sellers of goods or services, para [0067], ln 8-16).


It would have been obvious to one of the ordinary skill in the art at the time the invention was made to modify the teaching of Beck with Pedersen to incorporate the feature of the message further comprises an order for goods or services because this facilitates sending and receiving of messages via the Internet.

Conclusion

Any inquiry concerning this communication or earlier communications from the examiner should be directed to LeChi Truong whose telephone number is (571) 272 3767. The examiner can normally be reached on 8 - 5.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Thomson, William can be reached on (571) 272 3718. The fax phone number for the organization where this application or proceeding is assigned is 703-872-9306.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIP. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIP system, contact the Electronic Business Center (EBC) at 866-217-9197(toll-free).



LeChi Truong

Examiner

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